

PSJ3

Exhibit 141

		2008	
	TOTAL	FEE	OOPS
CORE CAMPAIGN ELEMENTS			
Pathways Through Pain Program			
<ul style="list-style-type: none"> Finalize coalition of partner organizations (APF, AAPM, ASPMN); develop and manage partnerships with identified third-party groups. Organize and coordinate logistics of partner working group roundtable to precede and inform launch of program. Manage development, implementation, and evaluation of side-effects and pain management survey (survey conducted and budgeted separately through Analytica). Develop launch strategy and coordinate logistics around announcement, press event, media tour (SMT/RMT). Identify and media train spokespeople. Conduct national and local media outreach and coordinate interviews of spokespeople. Develop white papers (2) from survey results. Draft calendar for outreach at major medical conferences. Conduct trade outreach and provide on-site media support for conferences attended. 	\$ 350,000	\$ 300,000	\$ 50,000
PTP Materials Development			
<ul style="list-style-type: none"> Draft press releases and media materials (press kits, fact sheets) for PTP launch. Develop provider and patient discussion guides and resource materials for navigating pain management and its side effects. Develop campaign Web site for healthcare providers and patients, including creative design; draft Web site copy. Route copy/Web site concept through approval. Incur costs associated with photo rights, hosting fees, etc. Coordinate coding process. Develop/print certificate as basic fulfillment material. Manage Web site maintenance including monthly/daily hits. 	\$ 150,000	\$ 125,000	\$ 25,000
Selling the Science/Medical Meeting Support			
<ul style="list-style-type: none"> Identify key medical and scientific meetings at which to leverage scientific data. Develop message points, press releases, and collateral materials to support periodic announcements of scientific milestones. Identify appropriate spokespeople and outreach opportunities. Support and leverage Phase III clinical trial data announcements and milestones through press releases and coordinated media outreach. Develop media lists for outreach to key reporters and outlets. Attendance by one staff person to provide on-site support for two (2) medical meetings. 		\$ 75,000	\$ 25,000
<ul style="list-style-type: none"> Conduct ongoing surveillance of issues and evaluation of potential challenges. Provide media analysis reports. 		\$ 70,000	\$ 20,000
	\$ 190,000		
Regulatory Support			
<ul style="list-style-type: none"> Prepare general issues materials, statements, and Q&As. Conduct media outreach related to regulatory issues. Coordinate third-party activity and messaging surrounding regulatory announcements. 		\$ 50,000	\$ 5,000
	\$ 55,000		
Program Management & Strategic Counsel			
<ul style="list-style-type: none"> Provide strategic planning and counseling to client. Coordinate ongoing client communication. Facilitate weekly status meetings for key internal parties. Maintain account logistics including project management, client meetings, reporting and invoicing. Create planning materials and presentations for brand team, as appropriate. Participate in all-agencies update meetings via teleconference and onsite. 		\$ 150,000	\$ 10,000
	\$ 160,000		
CORE CAMPAIGN TOTAL	\$ 905,000	\$ 770,000	\$ 135,000

Tapentadol 2008 Program and Budget

SECONDARY CAMPAIGN ELEMENTS			
APS Meeting Support			
Support for APS meeting (May 2008) including: <ul style="list-style-type: none"> Materials development, CRC, design and printing, etc. Coordination, logistics and media training of KOLs Media outreach (onsite and via phone) Web cast/Tele-briefing and media evaluation, etc. Reception, including all logistics, materials, F&B, celebrity fee and travel, etc. Profiles in Pain video, filming, production, editing Onsite support (assumes 4 people at APS) Project management 		\$ 120,000	\$ 160,000
	\$ 280,000		
Ad Comm Support			
Support anticipated regulatory milestone (Advisory Committee meeting), including strategic planning, message and Q&A development, spokesperson identification and training, media outreach, media monitoring, and on-site support (<i>detailed plan and budget to follow</i>).		\$ 250,000	\$ 100,000
	\$ 350,000		
Appropriate Use Program			
<ul style="list-style-type: none"> Define issues and develop appropriate use guidelines. Plan and coordinate proactive education and outreach to manage developing issues. Develop crisis management plan, and implement as warranted. 		\$ 100,000	\$ 25,000
	\$ 125,000		
Secondary Elements TOTAL	\$ 755,000	\$ 470,000	\$ 285,000
SUPPLEMENTAL CAMPAIGN ELEMENTS			
Reimbursement Support			
<ul style="list-style-type: none"> Develop "The Pain Report" with independent research institute (Jefferson Medical College). Conduct research on legislative landscape at national and local state levels. Identify key issues and stakeholders. Develop campaign strategy to leverage national and regional "Pain Reports". Plan launch of campaign. Engage KOLs for endorsement and campaign launch. Develop and implement Capitol Hill outreach plan (as appropriate and necessary). Conduct media outreach to leverage national and regional roll-out. Coordinate on-site event at national AMCP meeting to showcase results of Report. 		\$ 250,000	\$ 100,000
	\$ 350,000		
Supplemental Elements TOTAL	\$ 350,000	\$ 250,000	\$ 100,000
PROGRAM TOTAL	\$ 2,010,000	\$ 1,490,000	\$ 520,000